



RELATABLE, REALISTIC,  
REVENUE... CREATING TEAM  
ACTION THROUGH KNOWLEDGE

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CONSULTING GROUP®

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A blurred background image showing several people sitting around a table, likely in a meeting or conference setting. The image is out of focus, with the central text area being the primary focus.

# PLASTIC CUPS

# MANAGER'S PERSPECTIVE

- This is really good.
- I just made a very compelling argument for us to do better.
- How can they not get the point...
- I hope they were recording this...
- (CFO's perspective) I cannot believe we are even talking about our cups right now.. TMI

# EMPLOYEE'S PERSPECTIVE

- I didn't even know we sold plastic cups...
- I'm thinking the cups mean money?
- How much is a cup worth and how do I get more cups?
- Do I need to be job searching again? This company does not have enough cups for all of us.

# WHY DO WE SPEAK IN CODE?

- Can't trust the employees. Why?
- Don't want them to know the truth. Good or Bad.
- We are protecting the employees.
- We don't know the answers.
- We don't understand the financials either.

# WHAT DO WE GET BY NOT SHARING?

- Confused Employees
- People that try but consistently miss the mark
- Frustrated Leadership
- Uneducated guesses
- Division between Management and Workforce

# CONFUSED EMPLOYEES

- Yes, they have a Job Description
- Yes, they have Role Clarity
- They are missing the success or failure part of their job.
- They want to help you succeed but don't know what winning looks like.
- They are kingdom building

A blurred background image showing several people in a meeting or office setting. The image is out of focus, with a central dark blue band containing white text. The people are wearing business casual attire, and their hands are visible, suggesting an active discussion or meeting.

**MOST EMPLOYEES WANT TO  
HELP YOU SUCCEED AS A  
BUSINESS OWNER!**



# FRUSTRATED LEADERSHIP

- We question the decisions our staff is making.
- They don't make smart financial decisions.
- You are sure they are selfish and only thinking of themselves and not the business.



I WOULD LIKE TO GIVE MY  
NURSES A RAISE.

A blurred background image showing several people in a meeting or office setting. The image is out of focus, with a soft, light-colored glow. The people are wearing business casual attire, and their hands are visible, suggesting an active discussion or presentation.

# THE MIS-ALIGNED SALESPERSON

# DIVISION BETWEEN MANAGEMENT AND WORKFORCE

- Management doesn't share information...  
Workforce is confident they are hiding things.
- A lack of trust brews...
- Misalignment settles in...
- Us versus Them is now the new norm



**WE NEED EACH OTHER TO  
SUCCEED!**



# RELATING RELEVANT REVENUE

We can do this!



START SMALL



# EDUCATION NEEDS TO TAKE PLACE

- Your business needs to create some sort of financial literacy baseline. (Stuff defined)
- We need to take some time to understand the lines that are relevant and important. (My impact and the impact on the company)
- Let's focus on the profit line, not the revenue
- Keep Score!





IS 4000 T-SHIRTS GOOD?



# WHY MAKE THE VIDEO FOR 2 “LIKES”

# CONSISTENCY IS KEY

- We need to continue to update the Scorecard
- Set a regular cadence (weekly) for huddles to take place
- Have the team be a part of the process.
- Give individuals specific line items.

# WHAT WILL CHANGE?

- A more educated staff makes more educated decisions.
- Your staff will help you own and achieve the things that are important. They will help prioritize objectives.
- Good managers will change the way they manage.
- An overall shift in perspective.

A blurred background image showing several people in a meeting or office setting. The image is out of focus, with a soft, light-colored glow. The people are wearing business casual attire. The overall tone is professional and collaborative.

**WE ALL NEED OUR OWN DATA  
CARDS.**

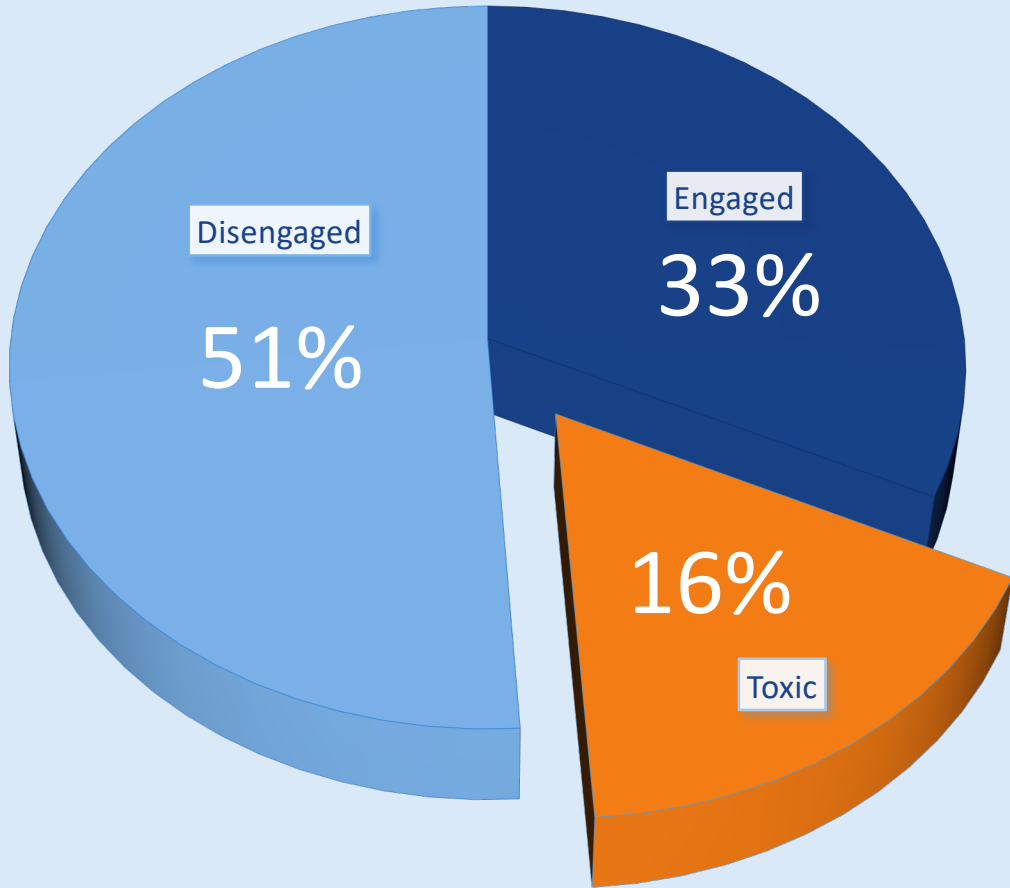
A group of diverse people, including men and women of various ethnicities, are gathered around a table in a meeting. They appear to be engaged in a discussion or collaborative work. The image is overlaid with a semi-transparent blue filter. The word "TAKEAWAYS" is written in a bold, blue, sans-serif font across the center of the image.

# TAKEAWAYS

# OVERALL IMPACT?

- Employees that are aligned more closely with the vision of the company and leadership.
- Projects and Project teams that work together toward the same goal with financial implications in mind.
- A common language that is created amongst the staff.
- More engaged employees

# EMPLOYEE ENGAGEMENT IN THE U.S.







YOU ARE A LEADER, LEAD  
THEM WELL

# CHECK THIS OUT

- More Than Work Podcast



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